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COLOR AND LINE IN CLOTHING SELECTION

Demonstration by Ethelwyn Dodson - California

The clothing project in home demonstration work in California has for its goal all phases of subject matter which will assist the farm families in securing healthful, simple, comfortable and attractive clothing.

THE FIRST STUDY OF LINE BEGINS WITH THE DRESS FORM.

Like many of you, we have found that the dress form was the logical beginning of the project. Many truths emerge as this paper shell evolves itself into being. We hear about aching feet, ill fitted and uncomfortable corsets and underclothing; our posture is most unsatisfactory; we're overweight or underweight; very few of us are satisfied "as is". What can we do about it?

We have a generous wedge here to slip in some introductory work on shoes which add to the comfort and happiness of the farm family, and the health phase in the selection of corsets and underclothing.

We are dissatisfied with our posture as shown by the dress form. We sometimes doubt if we really are like our dress form. There is nothing like the looking glass, a photograph, and a dress form to bring about an honest personal confession.

GOOD GROWTH AND DEVELOPMENT PROJECT CORRELATES WITH ALL HOME DEMONSTRATION PROGRAMS.

"A beautiful body is a joy to clothe. It is as fundamental to the well clothed individual as good structural lines are to a building. Healthful clothing as well as adequate food, sunshine, play, sufficient sleep and rest contributes to the good growth and development of the body." --Children's Clothing, H.D. 227.

Nutrition and Good Growth and Development:

In the nutrition program is developed the growth ideal through presenting the standards of a well built body in efficient working order. It summarizes the methods of attaining this growth ideal through food, sunshine, rest and posture exercises.

Home Furnishing and Good Growth and Development:

The home furnishing program demonstrates the necessity of sunshine, fresh air, and room arrangement for efficient living quarters. It also functions in presenting the standards for the selection of beds, bedding, chairs, and other home and school furnishings which are conducive to the rest and good posture of the body.

Home Management and Good Growth and Development:

The time schedules help the farm woman to re-organize her work, which in turn

permits her to have more time to rest, perhaps the most needed factor in her busy life. The correct height for working surfaces and efficient arrangement of equipment also contribute to good posture and saving of energy.

Clothing and Good Growth and Development:

Finally in the clothing program we have ample opportunity to discover the need of the growth and development work. We have our body defects visualized in the dress form and when fitting guide patterns or dresses. The layette, and children's clothing, through the choice of garments including sunshine clothing, healthful free fitting under and outer clothing, contribute factors which are adequate for a healthy robust body. Well selected underclothing, shoes, stockings, as well as outer clothing, properly selected, are emphasized in our girls' clothing clubs as well as in our adult home demonstration programs.

DRESS FORMS AND POSTURE

These two dress forms were made for one of our farm women in San Luis Obispo county. At the time the first one was made this woman was underweight and far from well. She was shocked to see in her dress form how narrow her chest was, how her head protruded forward and how round her shoulders were. She became interested in the growth and development project. She conscientiously made out a new schedule for herself, including, rest, proper nutrition and daily corrective exercises. This second form, made a year later, tells the story. She has gained in weight and best of all, has actually added one inch to her height through improved posture. If she were here she could give a good health testimonial. You will all agree that the second form would carry her clothing to far the best advantage.

A beautiful body is the first goal in the study of line and color in clothing, and when this goal is attained, the problem is simplified. We are to a great extent masters of our bodies. Our will power affords us more or less influence upon such factors as overweight, underweight, and posture. Too many times this goal is yet to be attained by our farm women, so our problem in line and color resolves itself into camouflage or making the best appearance in spite of physical handicaps.

STUDY OF LINE BY TAPING OF DRESS FORM

After the form is moulded we aim to have it 100 per cent efficient, mounted to correct height, covered, and taped. After the women cover and tape their own forms they take the opportunity to criticize each other and to adjust the lines which are best for their individual figures.

We have two dress forms, both well built, but one overweight and the other underweight. We will analyze these from the standpoint of lines. We are told that the eye visualizes unbroken areas to be larger than when divided into parts. As you see this first untaped form, you appreciate that it is of comfortable proportions.

Taping the form:

- 1) The first line down the center front conforms to the anatomy, breaking the

area into two parts and tends to make the object appear less in size.

2) The neck line conforms to the natural line and reveals a rather short neck.

3) The natural waist line is good but unfashionable at the present time.

4) The armseye line should be such as to give the arm ample freedom. The line which falls low on the shoulder conflicts with arm movement and also gives the figure the appearance of increased size. Therefore, the armseye line from stand-points of beauty as well as arm movement conforms to the build of the body. Ruskin says a line of beauty is one of utility. A very good example of good armseye line can be found on every man's suit coat. The same is true of shoulder lines.

5) The shoulder line is so located as to be invisible from the front.

Modification of these lines to camouflage various features:

1) By lowering neck line we give the appearance of comfort and tend to lengthen the neck.

2) By lowering the waist line, we do increase the size of the waist but are compensated by a straighter silhouette which has a slenderizing effect. Best of all, this permits greater freedom than the garment which did conform to the figure. One rule we observe is to place the waist line so as to observe the laws of good proportion.

The second dress form, although small, presents many of the same problems as the larger form. The straight silhouette is kind to the underweights as well as the overweights in making them appear as they desire. Should this individual wish to appear larger or taller she would apply the opposite of points which apply to tall larger figures.

Dress Materials Influence Line:

This plaid, due to large broken surface, is far from flattering to the larger dress form, but possible on the smaller figure. This small broken print is much more flattering to the larger figure.

SELECTION OF COLOR

The choice of color in materials is influenced by many factors. Certain colors, due to their light values, absorb a greater amount of light and therefore tend to emphasize the size of the individual. Yellow is a good example. Red in brilliant high intensity also has the tendency to increase the size of the figure. Blue which is slightly grayed and is neither light nor intense in value is perhaps the most flattering to most people.

The following table of color preference was taken from a study recorded by Sargent in "The Enjoyment and Use of Color", as follows:

"The number of preferences given for each color by 1,000 subjects of the pre-adolescent period and by 1,000 who have passed their adolescent period."

		Red	Orange	Yellow	Green	Blue	Violet
Pre	(Male	149	83	92	133	462	79
	(Female	120	79	116	122	439	151
Post	(Male	156	38	27	166	501	113
	(Female	134	41	72	248	394	123

Planning a Color Harmony for a Dress:

The home demonstration agent secures from local stores in her county swatches of the new colored cotton fabrics which would be suitable for garments. These are split down 9 inches in the center to form a bib with V neck line. By means of self analyses the most becoming color is chosen by the woman. Since the demonstration material is from local stores the woman is able to secure the desired color.

Each farm woman makes a color wheel such as this, using the printed gray card supplied by the Extension Service office. She mounts Milton Bradley Tonal Papers on these cards. This affords her the opportunity to acquaint herself with the pure color, tints, shades, and neutrals. On this same card a few rules appear for contrasting and like harmonies. Home furnishing also emphasizes the same principles throughout its program.

Each woman uses the key color of the garment she is making to experiment with all kinds of harmonies, following the directions given in printed circular, Applied Color, H.D. 170. By comparing these she chooses the harmony she prefers.

These two children demonstrate two harmonies developed from yellow. The small boy wears a neighboring harmony, colors located near each other on the color wheel, a pure color with a dark intense shade of the orange. The young lady, Miss Jane Creel, Director Creel's daughter, also has on a yellow frock of the same material carried out in the same neighboring harmony. The orange is pure and intense in value. We are adding yellow-green, another neighboring color. Should we wish to have it accented we could add this blue-green tie, which is complementary to it. Complementary colors are found directly across the wheel from the color.

This third girl is one of the Nevada club girls wearing the type of dress and hat that our California third year club girls make. Our third year club program is based on the study of color in dyeing and in wardrobe selection. This harmony is a complementary one.

PROJECT LEADERS AND HOME DEMONSTRATORS' PART IN CLOTHING

In developing the clothing program, project leaders have been invaluable in all the technical phases. In phases such as color and line, these home demonstrators have been the greatest asset. By putting theories into practice the farm women have aroused much interest in their respective communities, thus gaining the desired spread of influence. We get results by repeating the subject of color and line over

and over again.

SUMMARY.

No work on color and line can be satisfactorily carried out alone. It must have a background based on the fundamentals developed in home demonstration programs: a well built body in good running order, and in addition, well selected and well constructed clothing.

